ABSTRACT OF THE DISCLOSURE

When a write polarity control signal PN is "L", both of an odd-numbered output terminal and even-numbered output terminal apply a reset voltage as negative 0 gradation to the pixel electrode

5 in the first half of the ON period, and apply a positive data voltage to the pixel electrode in the second half of the ON period. When the write polarity control signal PN is "H", both of the odd-numbered output terminal and even-numbered output terminal apply a reset voltage as positive 0 gradation to the pixel electrode in

10 the first half of the ON period, and apply a negative data voltage to the pixel electrode in the second half of the ON period. It is possible to write the data voltage for display to all pixels (the entire screen) always from a fixed state.